

Message Text

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PAGE 01 ACCRA 00384 161430Z

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ACTION CU-04

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TO SECSTATE WASHDC IMMEDIATE 753

INFO AMEMBASSY LAGOS

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FOR CU/AF

E. O. 11652: N/A

TAGS: OEXC GH

SUBJ: MARVIN GAYE

REF: (A) STATE 2647, (B) LAGOS 447

1. LOCAL PROMOTER HAS MADE PROPOSAL FOR COMMERCIAL
SPONSORSHIP MARVIN GAYE TROUPE IN GHANA BASED ON ASSUMPTION
INTERNATIONAL TRANSPORTATION BEING PROVIDED BY PAN AM. GENERAL
TERMS OF PROPOSAL ARE:

A) TROUPE WOULD GIVE FIVE PERFORMANCES DURING ONE WEEK STAY
IN COUNTRY ACCORDING FOLLOWING SCHEDULE:

ARRIVE JANUARY 30.

PERFORM FOR LARGE STADIUM AUDIENCE JANUARY 31. TICKETS
WOULD BE REASONABLY PRICED FOR GENERAL PUBLIC.

SUNDAY, FEBRUARY 1, FREE.

TRADE FAIR PERFORMANCE FEBRUARY 2. IN ADDITION TO FULL
TROUPE APPEARANCE FOR PUBLIC AMBASSADOR WOULD LIKE GAYE AND
COMBO TO PERFORM AT RECEPTION SHE WILL OFFER AT FAIR SITE FOR
GOVERNMENT OFFICIALS AND OTHER HIGH-LEVEL GUESTS.

FEBRUARY 3--PERFORMANCE AT NIGHT CLUB OWNED BY PROMOTER

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PAGE 02 ACCRA 00384 161430Z

FEBRUARY 4--BENEFIT CONCERT FOR GHANA NATIONAL TRUST

FUND (COMMUNITY CHEST).

FEBRUARY 5--TRAVEL TO KUMASI

FEBRUARY 6--POPULARLY-PRICED CONCERT AT STADIUM IN KUMASI.

FEBRUARY 7--RETURN TO ACCRA FOR DEPARTURE THAT EVENING ON PANAM FLIGHT TO U.S. PLEASE NOTIFY US OF DESTINATION AFTER ACCRA.

B) PROMOTER WOULD PAY ALL LOCAL EXPENSES, INCLUDING PUBLICITY, DOMESTIC TRANSPORTATION, AND PER DIEM TO COVER HOTELS AND MEALS. NET PROFITS AFTER DEDUCTION THESE EXPENSES WOULD BE SPLIT 50-50 WITH GAYE. ONLY POTENTIAL PROFIT WOULD COME FROM ACCRA AND KUMASI STADIUM PERFORMANCES. PROFIT TO BE SPLIT WOULD PROBABLY NOT EXCEED 10,000 CEDIS (EQUIVALENT TO ABOUT DOLS 8,700). PROMOTER'S MAIN INTEREST APPEARS TO BE PERFORMANCE AT HIS NIGHT CLUB WHICH WOULD BE AN INVITATIONAL, NO-ADMISSION FEE AFFAIR OBVIOUSLY DESIGNED TO PUBLICIZE THE CLUB.

2. THIS PROPOSAL WOULD HAVE FOLLOWING ADVANTAGES: TOUR ARRANGEMENTS WOULD BE HANDLED BY PROFESSIONAL PROMOTER WITH GOOD CONTACTS AND EXPERIENCE WORKING WITH BANDS IN GHANA AND ELSEWHERE; EXPENSES WOULD BE COVERED BY RECEIPTS; GAYE PORTION OF PROFIT, WHICH WOULD BE IN CEDIS AND WOULD NOT BE LARGE, COULD, IF GAYE WILLING, BE DONATED TO LOCAL UNESCO PROJECT. IN AVH CASE, CEDIS MUST BE SPENT IN GHANA AND CANNOT BE CONVERTED OR REMITTED.

3. ABOVE WOULD BE ALTERNATIVE TO TOTALLY NON-COMMERCIAL VISIT (WHICH ALSO HAS ITS ADVANTAGES): PERFORMANCE AT TRADE FAIR AS ABOVE AND TWO FREE OR BENEFIT PERFORMANCES TO BE ORGANIZED BY USIS. IN THIS CASE, LOCAL EXPENSES WOULD BE CHARGED TO JOHNSON'S WAX, AS ADVISED BY DEPARTMENT.

4. SHORTAGE OF TIME FOR PUBLICIZING BAND'S APPEARANCES AND MAKING OTHER ARRANGEMENTS REQUIRES IMMEDIATE RPT IMMEDIATE DECISION THESE PROPOSED ALTERNATIVES AND RECEIPT OTHER DETAILS ON TECHNICAL REQUIREMENTS, HOTEL ACCOMODATIONS, PUBLICITY MATERIALS.

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PAGE 03 ACCRA 00384 161430Z

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